

IJER © Serials Publications  
13(8), 2016: 3465-3479  
ISSN: 0972-9380

## **MEDIATING EFFECT OF SERVICE QUALITY IN EFFECTS OF MANAGEMENT PROCESS ALIGNMENT AND ACADEMIC ATMOSPHERE ON THE PERFORMANCE OF UNIVERSITIES IN MAKASSAR, INDONESIA**

Sumardi\*

**Abstract:** Management of universities is an effort to improve the quality of universities for competing nationally, regionally and globally. One of them is management process. This research examined the role of factors management process alignment in university correlation with academic atmosphere, service quality and performance measurement. Population research is university which organizes undergraduate program in Makassar with respondents who represent the leadership of departments / study, lecturer, support staff and students majoring in related majors. The total sample of respondents selected randomly multistage (Multi Stage Random Sampling) as many as 312 people. Data were collected through structured questionnaires were processed using the program package Simultaneous Equation Modeling (SEM). The results showed that the first, the management process alignment have a direct impact positively and significantly to the academic atmosphere, service quality and performance measurement. Second, the academic atmosphere has direct influence positively and significantly to the services quality and performance of university. Third, the service quality directly affects positively and significantly on the performance of university.

**Keywords:** Design Works, Organizational of Culture, Job Commitment, Human Resources Performance

### **1. INTRODUCTION**

There are many people who deem that the education quality keeps degrading, especially in comparison to the education quality in the past, prior to independence, following independence, in the beginning of the new order, in the reform movement in 1998, and until the present-day. In the opinion of Tampubolon (2001), the quality of higher educational outcomes is affected by the philosophy underlying the

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\* Lecturer, Department of Management, Faculty of Economic and Business, University of Hasanuddin, Makassar, Indonesia